## WDAF - TV - Issue Ad Public File Checklist

Name of Sponsoring Organization  Accepted: X Rejected: (mark one)  Class of Time: (5500)  Flight dates and times  (5500)  Rate charged  Description of Issue  (30 S. Cap. tel. Street SE, Washington, D.C. 2000  Address of Sponsoring Organization  202 -224 -2447  Telephone Number of Sponsoring Organization  Email Address  Marka Mc Kenna Director  Sponsor's Officers/Directors/Executive Committee  Description of substantiation provided (if any)  Description of Substantiation provided (if any)  Proper Sponsorship Identification: Yes No.	•	DSCC - Denocratic Senteral Company Committee
Accepted: Mejected: (mark one)  Class of Time: (550c)  Flight dates and times  (550c)  Rate charged (550c)  Description of Issue  (30 S. Capital Street SE, Washington, DC 2000)  Address of Sponsoring Organization  202 - 224 - 2447  Telephone Number of Sponsoring Organization  Email Address  Marka Mc Kenna (Director Sponsoring Organization)  Description of substantiation provided (If any)  Description of Substantiation provided (If any)  Proper Sponsorship Identification: Yes (No.)  Date  Address  Date	N	ame of Sponsoring Organization
Flight dates and times  (5,5)  Rate charged DSCC - (E Description of Issue 430 S. Capital Street SE, Washington, DC 2000 Address of Sponsoring Organization  ZOZ - 224 - 2447 Telephone Number of Sponsoring Organization  Marka Mc Kenna Sponsor's Officers/Directors/Executive Committee  Director  Description of substantiation provided (If any)  Proper Sponsorship Identification: Yes X  No  Date		
Flight dates and times  (5,5)  Rate charged DSCC - (E Description of Issue 430 S. Capital Street SE, Washington, DC 2000 Address of Sponsoring Organization  ZOZ - 224 - 2447 Telephone Number of Sponsoring Organization  Marka Mc Kenna Sponsor's Officers/Directors/Executive Committee  Director  Description of substantiation provided (If any)  Proper Sponsorship Identification: Yes X  No  Date	C	class of Time: (Sour
Pate charged  DSCC - (E  Description of Issue  430 S. Capital Street SE, Washington, DC 2000  Address of Sponsoring Organization  202 - 224 - 2447  Telephone Number of Sponsoring Organization  Marka Mckenna  Sponsor's Officers/Directors/Executive Committee  Description of substantiation provided (if any)  Proper Sponsorship Identification: Yes X  No  Date		
Description of Issue  430 S. Capital Street SE, Washington, DC 2000  Address of Sponsoring Organization  202 -224 -2447  Telephone Number of Sponsoring Organization  Marka Mc Kenna  Sponsor's Officers/Directors/Executive Committee  Director  Description of substantiation provided (If any)  O. Proper Sponsorship Identification: Yes X  Date  Date	_	Gsuc
Description of Issue  430 S. Capital Street SE, Washington, DC 2000  Address of Sponsoring Organization  202 -224 -2447  Telephone Number of Sponsoring Organization  Marka Mc Kenna  Sponsor's Officers/Directors/Executive Committee  Director  Description of substantiation provided (If any)  O. Proper Sponsorship Identification: Yes X  Date  Date	F	
To 2 - 224 - 244 Z  Telephone Number of Sponsoring Organization Email Address  Marka Mc Kenna Director  Sponsor's Officers/Directors/Executive Committee  Description of substantiation provided (if any)  O. Proper Sponsorship Identification: Yes X  Date	Ī	Description of Issue
Telephone Number of Sponsoring Organization Email Address  Marka Mc Kenna Director  Sponsor's Officers/Directors/Executive Committee  Description of substantiation provided (if any)  O. Proper Sponsorship Identification: Yes X No Date		43 0 3. Tap. 19 Organization
O. Proper Sporisorship Identification: Yes No		Marka McKenna
O. Proper Sporisorship Identification: Yes No		
O. Proper Sponsorship Identification: Yes No		
O. Proper Sponsorship Identification: Yes No		
Dete Side		Description of substantiation provided (if any)
Date	<b>).</b>	Proper Sponsorship Identification: Yes X No
		Date

1597

## WDAF-TV

## **ORDER**

Flight Dates 08/11/12-08/22/12

<u>Order Sep</u> 00:15:00

Estimate#

Contract / Revision 567510 / DSCC IE Alt Order # 09788330

Original Date / Revision Agency Com 15% Billing Type Cash

08/10/12 08/10/12 Billing Contact

Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser Democratic Senatorial Camp

1010 Wisconsin Ave NW

Billing Calendar BROADCAST

**Product** 

Suite 800

Machineter DC 20007

Demographic A35+

Agency Great American Media Washington, DC 20007

Rev Codes SP-POL PLI

Buying Contact
Sales Office DC-M
Product Codes PL2B

1010 Wisconsin Ave NW

Sales Region NAT

Priority 1

Suite 800 Agency Ref Advertiser Ref

Primary Account Executive Dan Driscoll

Washington, DC 20007

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Competing Station % of Order Amount KCPT % n **KCTV** 29% 43810 **KCWE** % 0 **KMBC** 25% 37767 **KMCI** % 0 % **KPXE** 0

18%

27192

0

Order Share 28% Market Value 151071

Billing Plan **Order Totals** Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount 0.00 07/30/12 08/22/12 \$42,300.00 August 2012 81 \$35,955.00 \$42,300.00 81 \$35,955.00 81 \$35,955.00 \$42,300.00 0.00 Totals

**KSHB** 

**KSMO** 

												Tota	ils
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	08/13/1	2 08/17/12	M-F 7-9a	CM-All	7-8a	MTWTF	:30	5	\$450.002	0.00 NM	5	\$2,250.00
				7-8a		(7:00 AM-8:0	00 AM)						
	FOX 4	NEWS											
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
٧	Veek: 0	8/13/12	08/19/12	MTWTF	5	\$450.00	0.00						
E 2	4	08/20/1	2 08/22/12	M-F 7-9a	CM-All	7-8a	MTW	:30	3	\$450.002	0.00 NM	3	\$1,350.00
				7-8a		(7:00 AM-8:0	00 AM)						
	FOX 4	NEWS											
	<u>s</u>	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 0	8/20/12	08/26/12	MTW	3	\$450.00	0.00						
E 3	4	08/13/1	2 08/17/12	M-F 7-9a	CM-All	8-9a	MTWTF	:30	5	\$450.002	0.00 NM	5	\$2,250.00
				8-9a		(8:00 AM-9:0	00 AM)						
	FOX 4	NEWS					·						
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
V	Veek: 0	8/13/12	08/19/12	MTWTF	5	\$450.00	0.00						



567510 Flight Dates 08/11/12-08/22/12

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

										Tota	ıls
Ln Ch Start	End	Inventory Code	especial managed in a service of		ime Days	Len Sp			Rtg Type S		Amount
E 4 4 08/20/12	08/22/12	M-F 7-9a 8-9a	CM-AII	8-9a (8:00 AM-9:	MTW (MA OC	;30	3	\$450.002	0.00 NM	3	\$1,350.00
FOX 4 NEWS				(	,						
	End Date 08/26/12	<u>Weekdays</u> MTW	Spots/Week 3		Rating 0.00						
	08/18/12		CM-All	· · · · · · · · · · · · · · · · · · ·	S-	:30	1	\$375.00 1	0.00 NM	1	\$375.00
EOV ANELLO		7-8a		(7:00 AM-8:0	00 AM)						
FOX 4 NEWS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/19/12	S-	1		0.00						
E 6 4 08/19/12	08/19/12		CM-AII		\$	:30	1	\$375.001	0.00 NM	1	\$375.00
FOX 4 NEWS		7-8a		(7:00 AM-8:	00 AM)						
	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
· · · · · · · · · · · · · · · · · · ·	08/19/12	S	1	4	0.00						
E 7 4 08/13/12	08/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF	:30	3	\$150.002	0.00 NM	3	\$450.00
FOX 4 NEWS AT	9A	W-1 3-10a									
	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/19/12	MTWTF M-F 9-10a	3 CM-All		0.00 MTW	:30	3	\$150,002	0.00 NM	3	\$450.00
L 0 4 00/20/12	. 00/22/12	M-F 9-10a	CIVI"AII	5-10a	3-11 45 —	.50	J	φ150,00 Z	U,UU INIVI	3	9 <del>4</del> 30.00
FOX 4 NEWS AT					<b></b>						
	End Date 08/26/12	<u>Weekdays</u> MTW	Spots/Week 3	<u>Rate</u> \$150.00	<u>Rating</u> 0.00						
	<del></del>	M-F 10-11a	<u>-</u>	10-11a	MTWTF	:30	1	\$150.002	0.00 NM	1	\$150.00
ANDERSON COC	חבם	M-F 10-11a									
	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	08/19/12	MTWTF	1	\$150.00	0.00						
E 10 4 08/20/12	08/22/12	M-F 10-11a	CM-All	10-11a	MTW	:30	2	\$150.002	0.00 NM	2	\$300.00
ANDERSON COC	PER	M-F 10-11a									
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	08/26/12	MTW	2		0.00	•		4005.00.0		•	
E 11 4 08/13/12	U8/17/12	M-F 12p-1p M-F 12-1p	CM-AII	12-1p	MTWTF	:30	2	\$225.00 2	0.00 NM	2	\$450.00
FOX 4 NEWS AT		r									
<u>Start Date</u> Week: 08/13/12	End Date 08/19/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00				•		
	<del></del>	M-F 12p-1p	CM-All		MTW	:30	2	\$225.002	0.00 NM	2	\$450.00
		M-F 12-1p		·							*
FOX 4 NEWS AT Start Date	NOON End Date	Weekdays	Spots/Week	Rate	Rating				l		
	08/26/12	MTW	2	\$225.00	0.00				ı		
E 13 4 08/13/12	08/17/12	·		5-530p	MTWTF	:30	5	\$450.002	0.00 NM	5	\$2,250.00
FOX 4 NEWS		5-530p		(5:00 PM-5:3	80 PM)						
	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12	08/19/12	MTWTF	5	\$450.00	0.00						
E 14 4 08/20/12	08/22/12	M-F 5-6p 5-530p		5-530p (5:00 PM-5:3	MTW	:30	3	\$450.002	0.00 NM	3	\$1,350.00
FOX 4 NEWS		0-000p		(O'OO EINIA)	O E IVI)						



567510 Flight Dates 08/11/12-08/22/12

<u>Original Date / Revision</u> 08/10/12/ 08/10/12 <u>Order Sep</u> 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

**Hiatus Dates** 

									Tak	-1-
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rta Type	Tota Spots	Amount
E 14 4 08/20/12 08/22/12	Land and the second		5-530p	MTW	:30	3	\$450.002	0.00 NM		\$1,350.00
COV 4 NEWARD	5-530p		(5:00 PM-5:3)	0 PM)						
FOX 4 NEWS  Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/20/12 08/26/12	MTW	3	\$450.00	0.00						
E 15 4 08/13/12 08/17/12	M-F 5-6p	CM-All	530-6p	MTWTF	:30	5	\$450.002	0.00 NM	5	\$2,250.00
EOV AMENAG	530-6p		(5:30 PM-6:00	0 PM)						
FOX 4 NEWS Start Date End Date	Weekdays	Spots/Week	Rate	Deting						
Week: 08/13/12 08/19/12	MTWTF	5	\$450.00	Rating 0.00						
E 16 4 08/20/12 08/22/12	M-F 5-6p	CM-AII	530-6p	MTW	:30	3	\$450.002	0.00 NM	3	\$1,350.00
504445	530-6p		(5:30 PM-6:00	PM)						
FOX 4 NEWS Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/20/12 08/26/12	MTW	3	\$450.00	0.00						
E 17 4 08/13/12 08/17/12	M-F 6-630p	CM-All	6-630p	MTWTF	:30	5	\$600.002	0.00 NM	5	\$3,000.00
	M-F 6-630p									
FOX 4 NEWS AT 6P	Mookdaya	Constantinate	Dete	Datina						
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 08/19/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$600.00	Rating 0.00						
E 18 4 08/20/12 08/22/12			6-630p	MTW	:30	3	\$600.002	0.00 NM	3	\$1,800.00
	M-F 6-630p		'				,			<b>+</b> 1,000.00
FOX 4 NEWS AT 6P	Maria	S Mile l	<b></b>	<b>.</b>						
Start Date	<u>Weekdays</u> MTW	Spots/Week 3	<u>Rate</u> \$600.00	Rating 0.00						
E 19 4 08/18/12 08/18/12		CM-All		S-	:30	1	\$225.002	0.00 NM	1	\$225.00
	Sa 5-6p					•	<del></del>	0.00		4223.00
FOX 4 NEWS	161	B	<b></b>							
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 08/19/12	Weekdays	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
E 20 4 08/19/12 08/19/12		CM-All		S	:30	1	\$375.002	0.00 NM	1	\$375.00
	Su 5-6p		·				*		-	45.5.5
FOX 4 NEWS	Maria de la compansión de	B	<b>5</b> .							
Start Date End Date Week: 08/13/12 08/19/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
E 21 4 08/19/12 08/19/12		CM-All		S	:30	2	\$375.002	0.00 NM	2	\$750.00
	Su 5-6p					_	******* <b>-</b>	0.00 /	_	41.00.00
FOX 4 NEWS			<b></b> .	··						
Start Date End Date Week: 08/13/12 08/19/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$375.00	Rating 0.00						
E 22 4 08/13/12 08/17/12			630-7p	MTWTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
	M-F 630-7p	7				-	+ .04.00 L	0.00 7		ψ1,000.00
ACCESS HOLLYWOOD		5								
Start Date End Date Week: 08/13/12 08/19/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
E 23 4 08/20/12 08/22/12			630-7p	MTW	:30	3	\$450.002	0.00 NM	3	\$1,350.00
	M-F 630-7p	Ø111.7 111	· P	• • • • • • • • • • • • • • • • • • • •		5	→ 100.00 E	U.UU   TANII		ψ1,000.00
ACCESS HOLLYWOOD		_								
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	<u>Weekdays</u> MTW	Spots/Week 3	<u>Rate</u> \$450.00	Rating						
E 24 4 08/13/12 08/20/12		CM-All		0.00 M	:30	1 (	\$1,500.002	0.00 NM	2	\$3,000.00
	FOX Prime Mond		, p op	bet	.50		¥ 1,000.00 Z	0.00 1410	2	ψυ,000.00
MASTER CHEF								l		



Contract / Revision

567510

Flight Dates 08/11/12-08/22/12

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

											Tota	ıls
Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 24 4	08/13/	12 08/20/12	•		7p-8p	M	:30	1	\$1,500.002	0.00 NM	2	\$3,000.00
			FOX Prime Mon	day 7-8p								
=	ER CHEF											
******	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08		08/19/12	M		\$1,500.00	0.00						
Week: 08		08/26/12	M		\$1,500.00	0.00						
E 25 4	08/21/	12 08/21/12	Tuesday Prime I		8p-9p	~T~	:30	1	\$1,500.002	0.00 NM	1	\$1,500.00
MACT	ERCHEF		FOX Prime Tues	sday 8-9p								
	art Date	End Date	Maakdara	CastanNasi	Data	D -4:						
<u>عند</u> Week: 08		08/26/12	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
E 26 4			•		\$1,500.00	0.00			<b>.</b>			
E 20 4	08/15/1	2 08/22/12	Wednesday Prin FOX Prime Wed		/p- <del>9</del> p	W	:30	2	\$1,500.002	0.00 NM	4	\$6,000.00
SO VO	H THINK	YOU CAN E		Rotator								
	art Date	End Date	Weekdays	Spots/Week	Data	Detine						
Week: 08		08/19/12	W		Rate \$1,500.00	Rating 0.00				ĺ		
Week: 08		08/26/12	W		\$1,500.00	0.00						
E 27 4		2 08/17/12			9-930p	MTWTF	:30	3	#750 00 0		•	00.050.00
L 2, T	00/10/1	2 00/1//12	9-930p		9-930p (9:00 PM-9:		:30	3	\$750.002	0.00 NM	3	\$2,250.00
FOX 4	NEWS		3-330p		(3.00 F101-3.	30 F W)						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 08		08/19/12	MTWTF	3	\$750.00	0.00						
E 28 4	08/20/1	2 08/22/12	M-F 9-10n	CM-All	9-930p	MTW	:30	2	\$750.00.2	0.00 NM	2	\$1,500.00
			9-930p		(9:00 PM-9:		.50	2	\$130.00 Z	0.00 (4)	2	\$1,000.00
FOX 4	NEWS				(	,						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
Week: 08	/20/12	08/26/12	MTW	2	\$750.00	0.00						
E 29 4	08/18/1	2 08/18/12	Sa 9-10p	CM-AII	9-10p	S-	:30	2	\$450.002	0.00 NM	2	\$900.00
			Sa 9-10p			_		_	¥ 100.002	0.00 11111	_	Ψ500.00
FOX 4	NEWS		·									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08	/13/12	08/19/12	~S-	2	\$450.00	0.00				l		
E 30 4	08/18/1	2 08/18/12	Sa 10-1030p	CM-AII	10-1030p	S-	:30	2	\$450,002	0.00 NM	2	\$900.00
			Sa 10-1030p		•				,			4555.50
FOX 4 NEWS 10P												
***************************************	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08	/13/12	08/19/12	S	2	\$450.00	0.00						